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KELLOGG'S Berry Book



*"The Jumbo of
Them All"*

KELLOGG'S

PEDIGREE

MASTODON

The Jumbo Everbearer

Fruits 3 months after planting.
Continues fruiting until late fall.
Fruits again following summer.
Another big crop in the fall.
Three big crops in 18 months.
Plants grow tall and strong.
Fruits summer and fall in all soils.
Plant Mastodon for quick results
and big profits.

Read about Mastodon on Page 10



**Roses, Fruit Trees
Gladiolus, Perennials
Shrubbery and Vines**

Kellogg's PREMIER

The Prize Winner and Money Maker

Extra early, FROST-PROOF bi-sexual (male). Kellogg's Premier fruits extra early when berries are selling at high prices. A big yielder of big, bright red berries. A prize winner and a big money maker in all soils and climates.

Kellogg's Premier holds the world's record for big yields and big profits. Has a record of 14,000 quarts per acre, \$2,000.00 profit. Often yields two quarts per plant. Some customers report even larger yields.

Kellogg's Premier has a longer fruiting season than any other strawberry. Begins fruiting extra early, continues fruiting with the later varieties. Kellogg's Premier is the best shipping and best keeping extra early strawberry ever grown. Always arrives on the market in good condition, which insures quick sales at big prices.

Big wholesale fruit dealers in large cities advise us that Kellogg's Premier is the early strawberry that the market demands, always bringing the highest prices. One Milwaukee merchant says, "It has been my experience that the earliest strawberries bring the highest prices and Premier is the best selling, extra early strawberry I have ever handled. Premier berries always reach us in good condition and top the market." Kellogg's Premier for big profits.



Kellogg's Premier, the Frost-Proof, Extra Early Berry

17,500 quarts from only 1 1/4 acres in 1928. 35,000 quarts from less than 3 1/2 acres in 1929. Chas. A. Garlick, Jewell, N. Y., reports these yields from his Kellogg's Premier Plants.

Plant Kellogg's Premier and make your profits big and sure.

Priced in column three, page twenty-four.

KELLOGG'S LATHAM

THE GIANT RED RASPBERRY



Kellogg's Latham Red Raspberry

Kellogg's Latham is truly the giant of red raspberries. The picture at the left shows Latham about two-thirds actual size. Biggest and best.

Latham is a strong, sturdy grower. Experimental stations making tests with Latham in different sections, report it is very resistant to mosaic and other diseases.

Latham produces its enormous berries on tall, upright, healthy canes. Extremely hardy and well adapted to all soils and climates. Latham berries are very large, dark red, firm and delicious; keep well and do not crumble. Latham's heavy-bearing qualities and unusually long fruiting season make it the biggest money-maker of all raspberries. Latham berries bring premium prices of five to ten cents a quart more than other raspberries and sell at sight.

Kellogg's Prices. We Pay Postage and Express

12 Plants	25 Plants	50 Plants	100 Plants	500 Plants	1000 Plants
\$1.85	\$2.95	\$4.15	\$6.35	\$25.50	\$48.00

2,000 or more plants at **\$15.00** per thousand. In Colorado and West, add 2c per plant.

KELLOGG'S ST. REGIS

EVERBEARING RASPBERRY

St. Regis is the everbearing raspberry that will put dollars in your pocket. St. Regis bears heavily during the regular raspberry season and also in late summer and fall. The leading fall-bearing red raspberry.

St. Regis raspberries are bright crimson in color. Richly flavored and delicious. St. Regis' firmness makes it a splendid shipper. Fine for home use, too. Very hardy, never injured by coldest winter weather.

Kellogg's Prices

We Pay Postage and Express

12 plants.....	\$1.10	100 plants...	\$ 3.95
25 plants.....	1.80	500 plants...	15.95
50 plants.....	2.65	1000 plants...	30.00

More than 1000 plants at thousand rate

In Colorado and west, add 2 cents per plant, extra.



SEE

Inside Back Cover of this Catalog for
Big Bargains in
KELLOGG'S RASPBERRY GARDENS

**ORDER EARLY
AND
PLANT EARLY**

WHY NOT A GRAPE ARBOR

Your home should not be without its grape vines, whether it be but a single heavy-bearing Concord or a fine arbor of all varieties. Kellogg's grapes are easy to grow. Require little care. Big, sturdy, two-year plants with large roots. Sure to grow and produce big crops. We offer here the best and most popular varieties at prices that mean a real bargain for you. Order now while you can get Kellogg's choicest plants and choicest varieties at Kellogg's big money-saving prices. Remember, we pay postage and express.



Kellogg's
Concord

Kellogg's Grape Arbor A Real Bargain Offer

The grape is one of the finest fruits ever given by nature to man. There is a keen satisfaction in having your own grapes growing in your own garden. With only ordinary good care grapes will return splendid profits to their owner. Here's your opportunity to have a fine grape arbor of all Kellogg's six choice varieties at a real bargain price. A big assortment of color and flavor. One two-year plant of each of these six varieties, six big plants in all. You may have this beautiful

6 PLANT GRAPE ARBOR for ONLY \$1.48—postpaid
In Colorado and west, add 30 cents extra.

Here's an even bigger bargain. You may have two of these arbors—2 plants each of Kellogg's six varieties—12 big plants in all.

12 PLANT GRAPE ARBOR for ONLY \$2.35—postpaid
In Colorado and west, add 60 cents extra.

CONCORD—Most popular of all black grapes. A universal favorite. More widely grown than any other grape. Excellent quality. Hardy and heavy-bearing.

MOORE'S EARLY—Black. Similar to Concord, but two weeks earlier. Suitable for the north. As hardy as Concord.

NIAGARA—Leading white grape of large size, delicious flavor. Handsome compact bunches. Ripens with Concord. Very hardy.

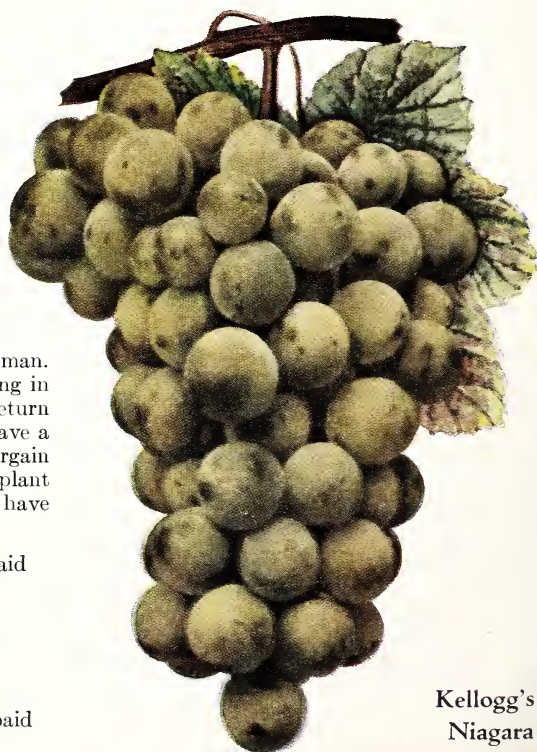
BRIGHTON—Red grape of high quality. Excellent for market and home use. Vigorous and adapted to all soils. Ripens early.

WORDEN—Dark purple. Seedling of Concord. Berries larger, ripens ten days earlier. Excellent quality. Hardy and healthy.

CATAWBA—Late ripening variety. Large bunches of large berries, with coppery red color, becoming purplish when well ripened. Best keeper. Very much in demand.

Kellogg's Delivered Prices

1 your choice.....	\$0.38	25 your choice.....	\$ 4.45
6 your choice.....	1.85	50 your choice.....	7.95
12 your choice.....	2.75	100 your choice.....	13.95
In Colorado and West, add 5 cents per plant, extra			



Kellogg's
Niagara



Mixing Friendship With Business

R. M. KELLOGG CO.
Three Rivers, Mich.
January, 1931.

From Frank E. Beatty,
Three Rivers, Mich.

To You:

Business is all right, but business without friendship is all wrong. When we talk business all the time it becomes tiresome; we become a slave to our business. Then business bosses the boss instead of the boss bossing the business.

Money is all right, but money without happiness is not worth much to you. The best things in life cannot be bought with money. I have seen both men and women try to buy happiness with money and all they got was an overdose of misery.

Profit is all right, but when we put profit ahead of service we are not contributing full value. This book will tell you about berry profits because berries do bring big profits, but we have much more to offer you than just profits.

When you grow berries, fruits and flowers, you are producing the greatest health giving things in the world. You are contributing health, happiness and profit to yourself, your family and to those who patronize you. You are a benefactor.

We hear a lot about violet ray and electric baths for health treatment. I am not a doctor but I know from experience that the direct sun rays and fresh air will do more toward improving the health and keeping you fit than any mechanical treatment. Get your sun-bath in your garden. Why pay for treatments that nature furnishes free?

Health, happiness and profit make the ideal combination. Deprive yourself of these three things and what have you left? This book will tell you how to get health, happiness and profit through one of the most fascinating and gratifying ways you ever tried.

I started out to write just a friendly letter, but it may sound to you more like a sermon. Well, I am not a preacher, but if I were I would preach wholesome living, pure thoughts, friendship and service to others. In my estimation, deeds count for more than loud shouting.

We are mighty busy here, but we take time to be friendly and we take time to visit our neighbors, and we'll take time to chat with you. I am not going to let business deprive my family and myself of the better things in life.

Mrs. Beatty and I started life together with very little -- just she and I and \$119.00. That was 39 years ago. Now we have a lot to be thankful for -- three children, all married; five grandchildren, all girls -- a home full of faith, hope, love and service and a host of customers and friends who believe in us.

We are now past the half-way station of life. We have worked together faithfully and hopefully and we are still young. All because we have mixed friendship with business. We have taken time to be friendly.

Sincerely yours,



I can talk to you farmers about your problems because I was born and raised on a farm and am still farming. I have done everything from plowing to harvesting; gathered sheaves and shocked grain barefoot; hauled manure; built rail fence; grew corn and fattened hogs; milked cows and churned butter; "raised cane" and made sorghum molasses; worked from five o'clock in the morning until nine o'clock at night; made money and lost money.

Yes, I am a farmer and I am proud of it. But how in the heck are you and I going to make both ends meet growing common farm crops at the present prices? Shall we depend on politicians to work out our salvation or shall we take the bull by the horns and work out our own salvation.

The 1929 government reports show that the average cost of growing a bushel of corn is 73 cents; wheat \$1.24; oats 54 cents. Compare these growing costs with the prices you get for these crops and if you can figure any profit on your investment and labor you are better at figures than I am.

Now, I am going to give you the benefit of my experience and the experiences of some of my neighbor farmers. During the past ten years I haven't made a dollar on general farm crops, but strawberries, raspberries and asparagus have paid well.

Three years ago I was talking to a neighbor farmer and I advised him to grow berries. He took my advice and planted two acres. The next year these two acres brought him about \$1,800.00. Now this farmer has 30 acres in strawberries and raspberries, and is making money.

I have another neighbor farmer who was struggling along on a mighty good 80 acre farm. He needed a new barn. He planted one acre of berries. Later on he increased it to two acres. Now, he has a \$4,000.00 barn and a big, new chicken house built and paid for from the profits from his two acres of berries. This farmer told me himself that he made more money from his two acres of berries than from all the rest of his 80 acres.

Two farmers I know of were talking farm conditions. One decided that he would try two acres of berries. The other farmer decided he would stick to general farm crops. The next year told the story. The farmer with the two acres of berries had \$2,100.00 left after paying expenses. The other farmer had big crops but prices were low. He had to dig down in his pocket to pay taxes.

In the county adjoining ours many of the farmers are growing asparagus. One of these farmers told me that asparagus was paying off the farm mortgages. These farmers say they grow asparagus along with their other farm crops because it requires such little time and work.

On the next page I am going to show you how to help yourselves instead of waiting for the politicians to help you. If you have faith in me and my experience and knowledge of this work, let me help you to better profits. Fill out the coupon, tell me what kind of soil you have and I'll make up an acre collection of strawberries, raspberries or asparagus that will make you more money than all the rest of your farm. Your farmer friend,

Frank E. Beatty.

Farmers Opportunities

Acre Plots Bring Bigger Profits

Here's your opportunity to make MORE MONEY from one acre of land than you ever made before—on a very small investment. When you plant a Kellogg ACRE PLOT you are going into a legitimate, profitable business, something that always has made big profits and always will be profitable.

Why should you grow common farm crops and lose money when you can grow strawberries, raspberries and asparagus and make money? Why should you pay a big price for these things when you can grow your own at practically no cost and make a big cash profit besides?

Here's a list of Kellogg's Acre Plots ranging in size from $\frac{1}{8}$ acre up to a full acre. Fill out the coupon, indicate the kind of soil you have, and I'll make up a collection of varieties that will do best in your particular kind of soil.

I want you to have the varieties that will make you the biggest possible profits. When you tell me what kind of soil you have then I will know just what varieties you need and I'll see that you get the varieties that will make you more money from one acre than you have ever made from 40 acres of farm crops.

Strawberries

For strawberries I recommend 8,000 plants for one acre. Make the rows three feet apart and set the plants 20" apart in the rows. Allow these plants to make enough runner plants to fill in fruiting rows 12" to 15" across the top. This method gives you a big crop of big, fancy berries that will sell at high prices.

Just fill in the coupon and mark an X in the square opposite the size plot you want, also an X in the square opposite the kind of soil you have. With this information I will know what varieties to select for your particular kind of soil.

Write your name and address plainly, send the coupon and remittance right away while we have a full stock of our best varieties. I'll send you the heaviest-fruiting plants ever grown, including Kellogg's famous everbearers.

Raspberries

For raspberries I recommend 1,200 plants for one acre. Prepare your soil well, make deep furrows 6 feet apart and set the plants 6 feet apart in these furrows and pack soil firmly around the roots. Set the plants in check rows so you can cultivate both ways and save yourself a lot of hoeing. Cultivate shallow and often.

Each year when your plants are through fruiting cut out the old canes and burn them. Your next crop will come on the new canes which are growing while the old canes are fruiting. This method insures a big crop of the choicest berries, saves work and keeps your plants strong and healthy.

Be sure to mark the kind of soil you have so I can select the biggest money-making varieties for your soil. *You will receive both red and black varieties each the best of its kind.*

Asparagus

For asparagus I recommend 5,000 plants for 1 acre. Make furrows 4 feet apart and 8" or 10" deep. Set the plants 2 feet apart in these furrows, spreading the roots both ways in the furrow. Cover roots and crowns with about 2 inches of soil and press the soil firmly. After it grows through this first layer of soil fill in 2 more inches. Continue this until the furrows are filled.

Cultivate 4" or 5" deep. Do not cut any stalks the first year. Your 1st crop will be the spring after planting. You can cut asparagus every day from early spring until early July. When you are through harvesting you can run a two-horse disc or harrow over the field in both directions. Straw or coarse manure mulching will give you bigger stalks and keep the asparagus clean. One planting lasts 20 years or more.

We grow and recommend only one variety, the pedigree, rust-proof Washington. This is the best and biggest variety for you, no matter what kind of soil you have. *It is the leading variety in all soils and climates.*

WE PAY POSTAGE AND WE PAY EXPRESS

FRANK E. BEATTY, President.

R. M. KELLOGG CO., Three Rivers, Mich.

I enclose \$_____ for Kellogg's Acre Plot marked with an X below. Please select varieties that will do best in my type of soil as indicated below. You are to deliver these plants to me at the proper planting time, all charges prepaid. Upon receipt of this order you are to send me your book, "The Key to Strawberry Profits," FREE.

NAME _____

ADDRESS _____

STRAWBERRIES

- ☐ 1 Acre, 8,000 pl'ts. \$92.00
☐ $\frac{1}{2}$ Acre, 4,000 pl'ts. \$47.50
☐ $\frac{1}{4}$ Acre, 2,000 pl'ts. \$24.85
☐ $\frac{1}{8}$ Acre, 1,000 pl'ts. \$13.15

In Colorado and West, add
20c per 100 plants.

RASPBERRIES

- ☐ 1 Acre, 1,200 pl'ts. \$38.00
☐ $\frac{1}{2}$ Acre, 600 pl'ts. \$19.95
☐ $\frac{1}{4}$ Acre, 300 pl'ts. \$10.25
☐ $\frac{1}{8}$ Acre, 150 pl'ts. \$ 5.95

In Colorado and West, add
1c per plant.

ASPARAGUS

- ☐ 1 Acre, 5,000 pl'ts. \$78.00
☐ $\frac{1}{2}$ Acre, 2,500 pl'ts. \$39.85
☐ $\frac{1}{4}$ Acre, 1,250 pl'ts. \$21.15
☐ $\frac{1}{8}$ Acre, 625 pl'ts. \$11.85

In Colorado and West, add
1c per root.

☐ BLACK SOIL

☐ SANDY LOAM

☐ SANDY SOIL

☐ CLAY SOIL

4

Dependable Varieties

Kellogg's Dr. Burrill

Mid-Season Bi-Sexual—Male
The Million Dollar Strawberry

Dr. Burrill has made millions of dollars for strawberry growers. Produces big, dark red, glossy berries in abundance. Closely resembles Senator Dunlap. Doesn't make quite as many runner plants as Dunlap but plenty to fill in good heavy fruiting rows.

Dr. Burrill is a strong, hardy grower and a heavy yielder. No berries more beautiful than Dr. Burrill. Splendid for market and home use. Ideal for canning.

You can grow Dr. Burrill with little work or attention. Grown in hills or narrow rows, Dr. Burrill will give you big, fancy berries for home use or market trade.

For Prices See Column 2, Page 24.

Kellogg's Early Bird

Very Early Bi-Sexual—Male
Earliest Strawberry on Record

Early Bird is becoming more popular each year. A grower near here says, "Early Bird is my best extra-early strawberry."

Early Bird is a strong, vigorous grower. Makes plenty of runner plants. Berries are large, bright, snappy red, with mild and delicate flavor. Good keeper, ships well and splendid for home use. Grow Early Bird for your big, red, extra-early berries for early market and family use. Early Bird gives biggest crops and biggest berries when grown in narrow rows.

For Prices See Column 3, Page 24.

Kellogg's Gibson

Medium Late Bi-Sexual—Male
Makes Good Everywhere

Gibson is one of the most productive varieties grown; one that will make money for you. A very hardy grower; foliage is large, leathery and healthy. Grows low and spreading. Enormous producer. Gibson berries are somewhat quince-shaped; conical, but flattened on the end and slightly corrugated from calyx to tip. Color is deep red, with prominent seeds. Firm in texture. Carries well to market and is a quick seller.

Gibson has been a good market berry for many years and without doubt will continue to be very popular for many years to come. For greatest productiveness grow Gibson in medium-wide rows.

For Prices See Column 2, Page 24.

Kellogg's Sen. Dunlap

Mid-Season Bi-Sexual—Male
The Favorite Market and Canning Berry

Senator Dunlap is the old tried and true mid-season strawberry; the universal favorite. Probably more widely grown than any other variety. Absolutely dependable in all soils and climates. Senator Dunlap has put millions of dollars in the pockets of strawberry growers. Senator Dunlap is so well known it hardly requires description. A strong grower and very hardy. Very heavy yielder.

Berries large, of deep dark red color; dark red to the very center. Splendid flavor. Requires little attention after planting.

Senator Dunlap is ideal for market, canning and home use. Has a record of \$1,800.00 from only one acre. Not bad, is it? Its wonderful color makes it popular with housewives for canning. Its big, deep dark red, delicious berries sell at sight. Grow Senator Dunlap in medium-wide rows for big crops.

For Prices See Column 1, Page 24.



Everbearing Strawberries

Bring Big Crops and Big Profits in the Fall

Here's a way to get a profit from your strawberries the same year you plant them. Plant Kellogg's Everbearing Plants this spring. Begin picking big, bright red berries in July and pick them till snow flies.

The profits from your fall crop will pay for your plants and leave you a cash balance. The profits from your berries the next year will be all net profits; just so much "velvet."

Folks crave strawberries in fall even more than they do in spring and are willing to pay big prices for them. Prices obtained for fall strawberries average better than prices for spring strawberries. A strawberry shortcake on Thanksgiving Day is not hard to take, and you can have one if you plant Kellogg's Everbearers.

R. M. Kellogg Co., Three Rivers, Mich.

Stroud, Okla., March 4, 1930.

"I want to tell you that your Mastodon Everbearing Strawberry is a wonder. It sure is the Jumbo and the finest I ever saw. Had ripe berries in November."

Mrs. Mary Dowell, Box 8, Stroud, Okla.

Mr. Frank Koontz of Onawa, Iowa, writes, "The Everbearing Plants I purchased from you last year were great. We had berries from July until frost came in the fall."

R. M. Kellogg Co., Three Rivers, Mich.

Rutland, Mass., Sept. 15, 1930.

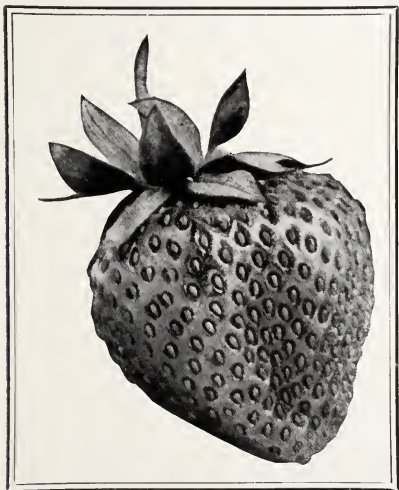
"My Mastodon Plants did very well. People are crazy for Mastodon berries. I got as high as 60c per quart. I could sell all I could raise at a very high price."

Burton W. Seger.

Read About Mastodon Everbearer on Page 10

Three Big Crops in Eighteen Months

You should grow Kellogg everbearers for quick results and long fruiting season. You get three big crops in eighteen months. Set plants in April or early May and pick berries in late July or early August. Continue picking until freezing weather stops them fruiting. The following summer another crop and still another crop the following fall.



Kellogg's Progressive Everbearer

Bi-Sexual—Male

Big Summer and Fall Crops

Progressive everbearer is the old, tried and true everbearing variety; succeeds in all soils and climates; has stood the test for many years. A universal favorite; strong grower and very heavy producer. Berries large to medium, dark glossy red. Easily grown, easily picked, and easily sold. The favorite for the home garden and nearby market.

Kellogg's Progressive gives you a big crop of the choicest berries the same year you set the plants; a big crop the following summer and still another big crop the following fall. Three big crops in 18 months.

FOR PRICES SEE COLUMN 5, PAGE 24

R. M. KELLOGG COMPANY

THREE RIVERS, MICHIGAN

Kellogg's MASTODON

The King of Everbearers



Kellogg's Mastodon

Bi-Sexual (Male)

The Jumbo of Them All

Mastodon is a bi-sexual (male). The king of everbearers. A big grower and a big producer of big, bright red berries. Frost-proof. This picture shows size and shape of berries. Made from an actual photograph.

Mastodon is easy to grow. Makes just enough runner plants to fill in good, heavy fruiting rows. No variety could possibly produce more big berries per acre than Kellogg's Mastodon. Every plant is loaded with blossoms and big berries. Pick every day, from early August until light freezing weather. No end to their fruiting until freezing stops them. Two more big crops the following summer and fall.

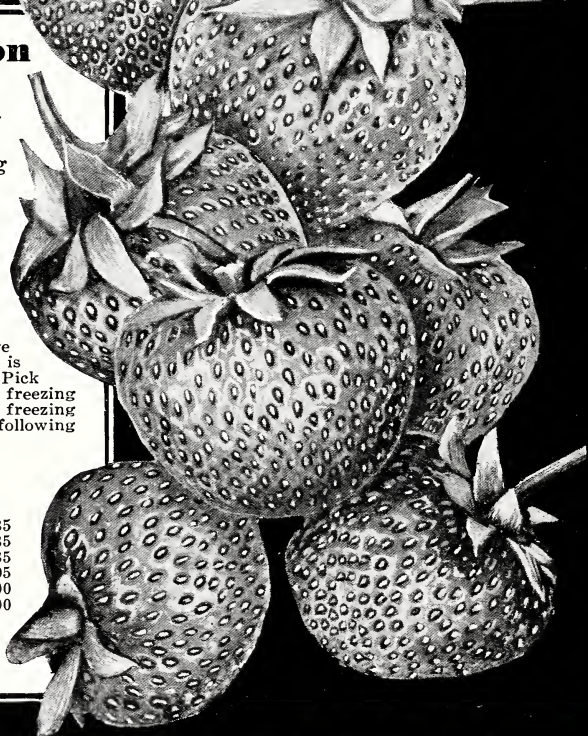
Kellogg's Prices

We Pay Postage and Express

25 Plants---	\$1.40	200 Plants---	\$ 5.35
50 Plants---	2.15	250 Plants---	3.35
75 Plants---	2.70	300 Plants---	7.35
100 Plants---	3.35	400 Plants---	8.95
125 Plants---	3.85	500 Plants---	10.00
150 Plants---	4.35	1000 Plants---	20.00

More than 1,000 at thousand rates.

In Colorado and West, add
20 cents per 100 plants.



Kellogg's Everbearing Strawberry Gardens



Kellogg's Everbearing Strawberry Gardens

You like red, luscious strawberries in spring, don't you? Sure you do, everybody does. Now why should you have fresh strawberries for a few short weeks in spring and then deprive your appetite of these splendid berries during summer and fall when it is not necessary for you to do so?

A few Kellogg's Everbearing Strawberry Plants in your garden will assure you of having strawberries and cream or a strawberry shortcake at any time you want them in summer or fall, even up until cold weather.

Here's your chance to get a Kellogg's Everbearing Strawberry Garden at a big saving. Get one of these collections for your garden and know the joy and satisfaction of having big, luscious berries whenever you are hungry for them, and that will be often. You will, without doubt, sell enough extra berries to your neighbors to more than pay for the plants.

Kellogg's Large Everbearing Garden

Will Give Enough Berries for a Large Family

100 Mastodon (Jumbo) Everbearer...\$3.35
100 Progressive Everbearer...\$2.55

Delivered to You for ONLY \$5.00

Regular price...\$5.90

In Colorado and West, add 40 cents.

Kellogg's Small Everbearing Garden


Will Supply a Small Family, with Berries to Spare

50 Mastodon (Jumbo) Everbearer...\$2.15
50 Progressive Everbearer...\$1.55

Delivered to You for ONLY \$3.00

Regular price...\$3.70

In Colorado and West, add 20 cents.



Kellogg's MARVEL

**The Marvel of
Beauty
and
Productiveness**
**Very Late
Bi-Sexual—Male**

R. M. Kellogg Co., Bangor, Maine,
Three Rivers, Mich. July 21, 1930.
Dear Sirs:
The Kellogg's Marvel is rightly named.
I believe with plants like the Marvel, in
a good year and a good market, \$2,500.00
to \$3,000.00 can be taken off an acre.
The season was not good for berries but
off of the one-fifth of an acre we sold
berries at the rate of \$1,400.00 per acre.
Sincerely,
C. J. Brown, P. O. Box 772.

Kellogg's Marvel is a very late bi-sexual (male). A tall, strong grower and a good plant maker. Berries are large and deep red, through and through. Big crop reports from Marvel reach us from all parts of the country. One New York grower says, "Marvel berries bring \$8.00 to \$10.00 a crate on the New York market." An Indiana customer reports Marvel as his best late strawberry. Many repeat orders for Marvel plants prove it to be a big winner in all soils and climates. Does best in hills or narrow rows. Does not require mating. For prices see Column 3, Page 24.



Kellogg's BIG LATE

**The Queen of
Quality and Quantity**
**Extra Late
Pistillate—Female**

Kellogg's Big Late is one of the best extra late strawberries. More compliments given Big Late than any other extra late variety. Absolutely dependable. Big producer of big berries. Beautiful color and prominent seeds make Big Late the most attractive market berry. Very firm. A splendid shipper and keeper. Fruits heavily in either narrow or wide matted rows. Should be planted with a late bi-sexual (Marvel or Beauty). For prices see Column 3, Page 24.

R. M. KELLOGG COMPANY ▲ ▲ ▲

THREE RIVERS, MICHIGAN

Kellogg's **Big BEAUTY** *The Sparkling Strawberry*



KELLOGG'S BEAUTY Late Bi-Sexual **THE STRAWBERRY THAT KEEPS WELL**

All strawberries are beautiful, but Kellogg's Beauty is the most beautiful of them all.

All strawberries are delicious, but Kellogg's Beauty is scrumptious.

All strawberries will keep for a time, but Kellogg's Beauty keeps for days.

All strawberries have good qualities, but Kellogg's Beauty is the quality of qualities.

Kellogg's Beauty will give you beauty, quality, quantity, and profit — all you can wish for in strawberries.

For prices see column four, page 24.

R. M. KELLOGG CO.,
Three Rivers,
Mich.

Kellogg's Beauty is big, beautiful and late. Berries large as walnuts, solid as a peach, juicy as an orange and sweet as cake. Its sparkling beauty, delicious flavor, and bright green calyx commands the highest price on all markets.

The strawberry that keeps well. Pick Kellogg's Beauty today and sell them tomorrow or the day after without losing a berry.

Plants grow 12" to 15" high. One plant when fruiting fills a half bushel basket; leaves large as the palm of my hand and runners as long as my arm. Fruiting stalks eight to ten inches long, a quarter of an inch thick, grow straight up with berries in full view. Easily grown, easily picked and easily sold.

Now fruiting in all parts of the country. Every purchaser satisfied. Last spring, frost after frost failed to stop Beauty from producing a big crop of big berries which sold readily at big prices. Dependable and profitable for home garden and market. For prices see column four, page twenty-four.

Kellogg's **WASHINGTON**

*The "Honey Sweet"
Strawberry*

*You'll Never Forget
The Flavor
"Honey Sweet"*



**Big
Sweet
Handsome Berries like these**

**Bring Big Prices
and Big Profits to You**

FOR BIG CROPS AND BIG PROFITS

Here it is, **WASHINGTON**, the Honey-Sweet Strawberry. Biggest, sweetest, and most beautiful strawberry ever grown. Big, mammoth berries—deep, dark, glossy red, like black-heart cherries—juice like syrup—sweet as sugar. A wonder for sturdy, hardy growth. Big yields and long keeping qualities. More than 300 berries have been counted on a single plant. Berries kept solid and fresh four days after picking. The most amazing new strawberry ever brought out. New in color—new in size—new in taste—a real revelation in keeping qualities. A most wonderful performing strawberry. Big? Yes. I have picked berries nearly as large as hen's eggs. Berries when ripening first turn pink—next comes the dark red cheek—then dark, glossy red all over, inside and out. Deep, dark red to the very center. Try **WASHINGTON** plants. See them grow. Taste the berries. You'll never forget the flavor—"Honey-Sweet."

**Plant Kellogg's Washington
The Original and Genuine
WASHINGTON PLANTS**

GROW WASHINGTON STRAWBERRIES

Don't fail to include **WASHINGTON** plants in your order. I know **WASHINGTON**—I know what it will do and I predict our stock of plants will go fast. Get your order in early, because you never were offered plants of **WASHINGTON** quality at our low prices. Thirty-six years of strawberry experience and I have never seen or tasted a berry like **WASHINGTON**. Neither have you because there never has been a strawberry to compare with **WASHINGTON** in vigor, productiveness, size, color and sweetness. What is a strawberry like this worth to you?

KELLOGG'S WASHINGTON PRICES

We pay postage and we pay express.

25 Plants	-----\$1.85	100 Plants	-----\$4.75	500 Plants	-----\$12.75
50 Plants	-----\$3.25	200 Plants	-----\$6.75	1000 Plants	-----\$24.50
		2000 Plants	-----\$45.00	3000 Plants	-----\$60.00

In Colorado and West, add 20 cents per 100 plants to pay the extra transportation.

Big Bargain Variety Garden



A \$10¹⁰ Value for Only \$5⁰⁰

Here's your opportunity to try all Kellogg varieties at a very small cost. With this Variety Garden you get 25 plants each of all Kellogg varieties listed in this book, including Washington, the "honey-sweet" strawberry. Think of it! A \$10.10 value for only \$5.00.

We are making this big bargain offer so you may know that all Kellogg varieties are just as good as we claim them to be. Order this Variety Garden and you will get 25 plants each of Dunlap, Gibson, Dr. Burrill, Early Bird, Premier, Big Late, Marvel, Beauty, Progressive, Mastodon, and Kellogg's new variety, Washington, the "honey-sweet" strawberry. This gives you \$10.10 worth of Kellogg plants for only \$5.00, and we pay the postage.

11 Varieties—275 Plants—You Save \$5.10

This Variety Garden covers the entire strawberry season. Extra early, mid-season, extra late and fall everbearing strawberries. A variety of color, shape, size, and flavor.

The greatest and biggest bargain ever offered by Kellogg. Is easily worth double the cost. We pay transportation and guarantee safe delivery.

Customers in Colorado and all states west, add sixty cents to pay extra transportation.





Just a Friendly Letter from Mrs. Beatty

Three Rivers, Michigan. 1931.

To My Friends,
Everywhere.

Dear Friends:

You ladies can appreciate how difficult it is for me to write a letter that will interest a quarter million families. Anyway I shall do the very best I can and that's the best anyone can do.

You may not be interested in our family affairs but here is something I must tell you. We have a brand new baby girl. This makes five grand girls or "Baby Grands" for us. All in perfect tune. Isn't it too bad we haven't a boy for a "grand champion"? Oh, well, there's plenty of time and we are still hoping.

Here's something that will interest you. Right in full view of my kitchen window we have a big planting of roses. These big roses of all colors, blooming all summer were a beautiful sight to look upon and have been a wonderful inspiration to me.

With happy, playful babies to play with; beautiful flowers to look upon; plenty of berries and other fruits to eat; with sunshine and fresh air free and plentiful, is it any wonder that we love our home and our business?

There is a slogan which says, "A home is not a home until it's planted". My slogan is, "A home is not a home until it's both planted and occupied". It takes more than just a house to make a home. The finest house that architecture can build, the finest furnishings that money can buy, cannot make a home without the human element. It takes folks to make the home.

The size and cost of your home does not matter. A few flowers on the outside and love and cheer on the inside are what count. It's a good thing that happiness does not have to be bought because then a lot of us could not have happiness. The man with the dinner pail can be just as happy or more so than the idle rich. It's the spirit within that makes happiness.

Any kind of honest work is honorable. We always have worked hard and we enjoy it.

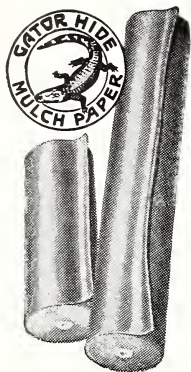
We have no desire to retire from work. If we can contribute happiness to others through our efforts, isn't that far better than to exert ourselves for a selfish motive only? Our aim is to brighten the spot where we are and to help you brighten the spot where you are.

One of the finest things in life is to help others while we help ourselves, and there is no better way to help others than through friendly, unselfish service. In fact, friendly, unselfish service is the most valuable premium anyone can offer you.

Oh, yes, here's Hattie Gay, our brand new baby girl. Multiply her by five and you have our total sweetness. Come and see our plant and baby nurseries.

Sincerely yours, *Mrs. J. E. Beatty*





This is the way *Gator Hide* Mulch Paper comes to you in handy rolls. Ready to use in your garden. Complete instructions for using *Gator Hide* go with each roll.

GATOR HIDE

The Miracle Mulch Paper

GATOR HIDE, the miracle mulch paper, is rightly named because it actually does work miracles in the garden. The results you will get from this method of mulching are really amazing. GATOR HIDE Mulch Paper has proved that it will greatly increase the growth and yield wherever used.

GATOR HIDE will save you many hours of back-breaking work of cultivating and weeding. GATOR HIDE saves you this work because it does not allow weeds to grow. GATOR HIDE retains moisture in the soil allowing a slow and even feeding of the plants, without interruption. No quick evaporation of moisture from the soil under GATOR HIDE. No need to worry about dry weather when your garden is protected by this miracle mulch paper.

Use GATOR HIDE when planting berry plants, rose bushes, shrubbery, fruit trees and vegetables. Use it and watch it work miracles in your garden.

REMEMBER, when you buy GATOR HIDE Mulch Paper you are not just buying paper, you are buying results. GATOR HIDE Mulch Paper really costs you nothing because the work it saves you in cultivating and weeding more than pays the cost of the paper. You will get bigger returns

from the increased yield of your crops and the crops will mature earlier. Can you afford to plant your garden without GATOR HIDE this spring?

10 Big Reasons Why You Should Use GATOR HIDE ♦ ♦ ♦

1. Increases soil heat and gives the plants a quick start.
2. Retains moisture during dry seasons.
3. Saves expense of watering.
4. Prevents weed growth and keeps berries clean.
5. Saves hoeing and weeding costs.
6. Increases bacterial growth.
7. Easily and quickly applied.
8. Not affected by weather conditions.
9. Bigger growth and bigger crops.
10. Insures rapid and continuous growth.



Gator Hide Was Used.



Gator Hide Not Used.

GATOR HIDE comes in two widths, 18 inches and 36 inches. Use 18 inch paper for vegetables planted in rows. Plant in space between two strips of paper. Use 36 inch paper when planting is done through holes in paper, as berries, roses, shrubbery, fruit trees, melons, cucumbers, etc. Simply roll it out on your garden, anchor edges with soil or any other convenient way and plant between strips or through holes. Buy one large roll, or more, and use as needed. Keeps for years.



Gator Hide Prices

Type "B," Heavy Weight
Recommended for all
garden use.

18 inch MULCH PAPER
One Roll

18 in. x 45 ft. ----- \$1.25
Postpaid.

In Colorado and West, add
25c per roll, extra.

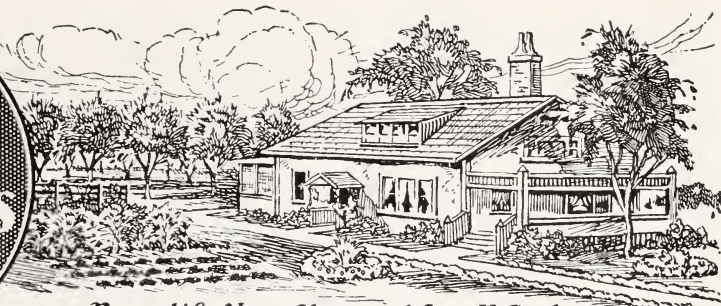
LARGE ROLL

18 in x 450 ft. --- \$3.50
You Pay Express.

36 inch MULCH PAPER
One Roll

36 in. x 450 ft. --- \$7.00
You Pay Express.

Write for prices on
larger quantities.



Beautify Your Home at Small Cost

AT CUT PRICES—

Now you can have a beautiful and profitable family fruit orchard for just a few dollars—a heavy-fruited berry patch at a very low cost—a big family vineyard for just a trifle, or a most beautiful flowering shrub and rose planting at grower's cost. Or you may have all four of these big bargain collections for an even \$10.00. The four biggest bargains ever offered by Kellogg. \$10.00 invested in these four group plantings will add more than \$100.00 value to your home.

(NOTE:—No changes allowed in these collections at these bargain prices.)

Kellogg's Family Orchard

Bargain No. 1

1 Summer Apple Tree
1 Winter Apple Tree
1 Early Peach Tree

1 Late Peach Tree
1 Plum Tree
1 Prune Tree

1 Crab Apple Tree
1 Quince Tree
1 Late Pear Tree

1 Early Pear Tree
1 Sour Cherry Tree
1 Sweet Cherry Tree

ONLY \$3.95, Delivered

We Pay Postage

In Colorado and West, add 60c extra.

We Pay Express

Kellogg's Grape Vineyard

Bargain No. 2

6 Black Grapes

3 Red Grapes

3 White Grapes

Twelve big grape plants. Early and late. Sweet and delicious.

ONLY \$1.95, Delivered

We Pay Postage

In Colorado and West, add 50c extra.

We Pay Express

Kellogg's Berry Patch

Bargain No. 3

12 Red Raspberries

12 Black Raspberries

12 Everbearing Raspberries

12 Blackberries

Forty-eight big, healthy plants—Kellogg's BEST.

ONLY \$2.85, Delivered

We Pay Postage

In Colorado and West, add 75c extra.

We Pay Express

Kellogg's Shrub and Rose Planting

Bargain No. 4

4 Spirea Van Houtti
2 Weigela Rosea

2 Butterfly Bush
2 Hydrangea P. G.

2 Red Barberry
3 Roses—Red, Pink, White

Fifteen big plants, ready to bloom this year.

ONLY \$3.65, Delivered

We Pay Postage

In Colorado and West, add 45c extra.

We Pay Express

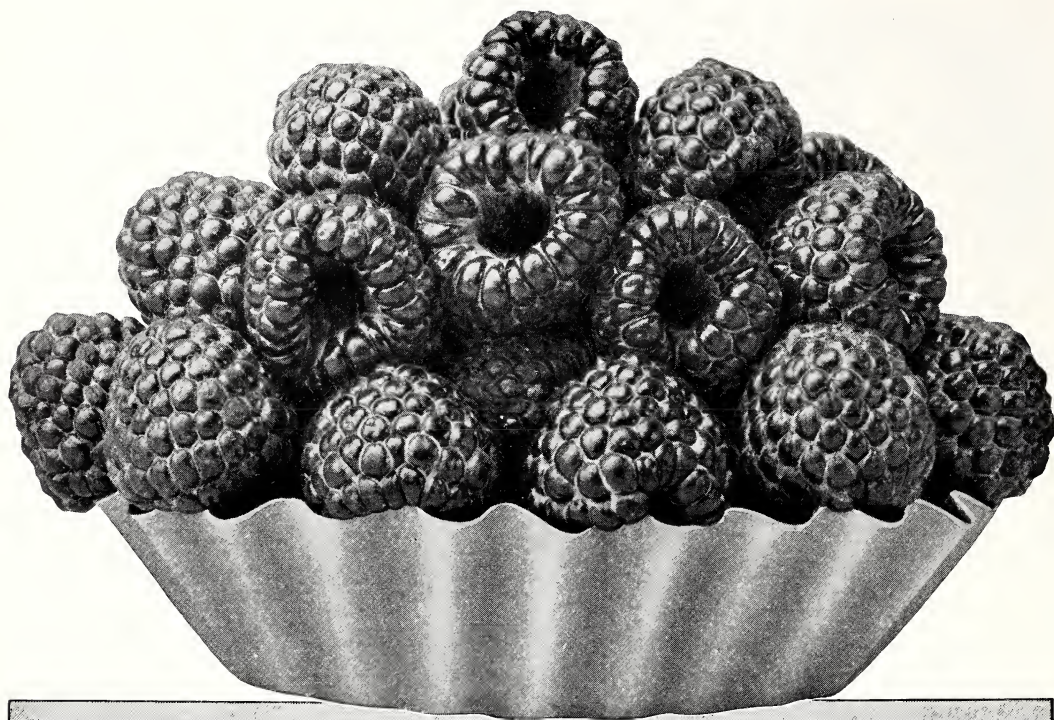
Save \$2.40—and take all 4 collections for an even—\$10.00

In Colorado and West, add \$2 extra.

R. M. KELLOGG COMPANY



THREE RIVERS, MICHIGAN



Kellogg's **QUILLEN**

Something New In **Black Raspberries**

QUILLEN

Here it is. The New Quillen Black Raspberry, all ready to produce big crops of delicious berries for you.

Now you can get the genuine Kellogg heavy-fruited plants direct from Kellogg, with Kellogg's Guaranty. The heaviest fruited berry plants ever grown.

Quillen is the new wonder jet-black raspberry that has been tested and is being recommended by many experimental stations.

Quillen is a strong, sturdy, healthy grower. Canes grow big and tall. No disease spots have ever been seen on either leaves or canes. A wonder for heavy fruited and big, jet-black, sweet berries. Fruits about one week later than Cumberland. Grow Quillen with Cumberland and prolong your raspberry fruiting season.

Kellogg's Prices

We Pay Postage and Express

12 Plants-----	\$2.05	50 Plants-----	\$6.25	500 Plants-----	\$37.45
25 Plants-----	\$3.45	100 Plants-----	\$9.85	1000 Plants-----	\$65.00

2,000 plants, or more at \$60.00 per thousand.

In Colorado and West, add 2c per plant.

Kellogg's Cumberland Black Raspberries

King of Black Caps The Old Favorite

Cumberland is the reliable black raspberry for market growers. Splendid for home gardens, too. Hardy, strong grower. Kellogg's heavy-fruited strain. Ripens medium early. Very firm. Delicious flavor. Pictured here from actual photograph. Cumberlands are a short crop again this year, so order yours early.



Kellogg's Prices—We Pay Postage and Express

12 Plants	-----	\$1.35	50 Plants	-----	\$3.25	500 Plants	-----	\$20.00
25 Plants	-----	\$2.25	100 Plants	-----	\$4.75	1000 Plants	-----	\$38.00

2,000 plants, or more at \$35.00 per 1,000. In Colorado and West, add 2c per plant extra.

How to Grow Raspberries and Blackberries

Prepare soil as for any garden crop. Make deep and rather wide furrows. Set plants about six feet apart each way, or closer in gardens. Spread roots and press soil firmly around the roots. Be sure to cover all the roots and be careful not to break any new sprouts. Cut off old stalks an inch or two above ground. When new canes of black raspberries are about two feet high pinch out the top bud. This promotes growth of lateral fruiting branches, which means more and better berries. Red raspberries and blackberries should not be tipped, but the next spring while plants are dormant prune back about one-third of the previous year's growth. Allow only 5 to 7 canes to each plant. After fruiting season cut out old fruiting canes and burn them. This keeps plants clean and healthy and gives new growth a proper chance. Cultivate and hoe shallow and often.

Kellogg's Eldorado Blackberries



Kellogg's Eldorado

The Best Blackberry for Market or Garden

The heavy producing qualities of Eldorado have placed it first among blackberries. A big money-maker for market growers.

Kellogg's Eldorados are root cutting plants. Vigorous and hardy. Succeeds everywhere; all soils, all climates. Not harmed by coldest winter weather. Kellogg's Eldorado will come into full bearing one year ahead of the ordinary sucker plants, thus saving you a whole year's time.

Kellogg's Eldorado produces an abundance of large, jet-black berries of a sweet, melting flavor. Much in demand for pies, jams and canning. Good keeper and splendid shipper. Berries ripen after other berries have finished fruiting, assuring good demand and highest prices.

Kellogg's Prices—We Pay Postage and Express

12 Plants	-----	\$1.65	100 Plants	-----	\$ 5.25
25 Plants	-----	\$2.40	500 Plants	-----	\$25.00
50 Plants	-----	\$3.45	1000 Plants	-----	\$48.00

In Colorado and West, add 2c per plant.

KELLOGG'S ASPARAGUS



\$800 to \$1,000 can easily be made from one acre of Kellogg's Pedigree Washington Asparagus. Easily grown with little work. Big, tender, juicy stalks, the first spring after planting, absolutely the biggest and best asparagus that grows. Perfectly healthy. Rust proof. A big crop every year for twenty years, or more. Fine for the home garden. One of the most healthful foods you can eat. Excellent for the entire human system. Eat asparagus every day and keep the doctor away.

How to Grow Asparagus

Growing asparagus is just like play. Make deep furrows four feet apart, place the asparagus roots two feet apart in these furrows, spread the roots each way. Cover the roots and crown with about two inches of soil. After it grows through this first layer of soil fill in two more inches, continue filling in the soil in this way until the furrows are filled. Cultivate and hoe occasionally. That's all there is to it. Simple and easy — isn't it?

Kellogg's Prices. Big, Giant Roots

We Pay Express and We Pay Postage

25 Roots	-----	\$1.45	500 Roots	-----	\$10.75
50 Roots	-----	2.15	1000 Roots	-----	18.00
100 Roots	-----	3.50	2000 Roots	-----	32.50

In Colorado and West, add 1c per root.



Kellogg's Giant Victoria Rhubarb

Big Pink Stalks

Rhubarb gives you the first "garden sass" in the spring. Soon after the frost is out of the soil rhubarb is ready for your table. Eat all you want. Twelve to twenty-five Kellogg Giant Rhubarb will supply a big family the year around. Use it fresh in the summer and can all you want for winter. Plant Kellogg's Rhubarb this spring and pick it fresh from the garden early next spring. One planting lasts for many years, it never grows old.

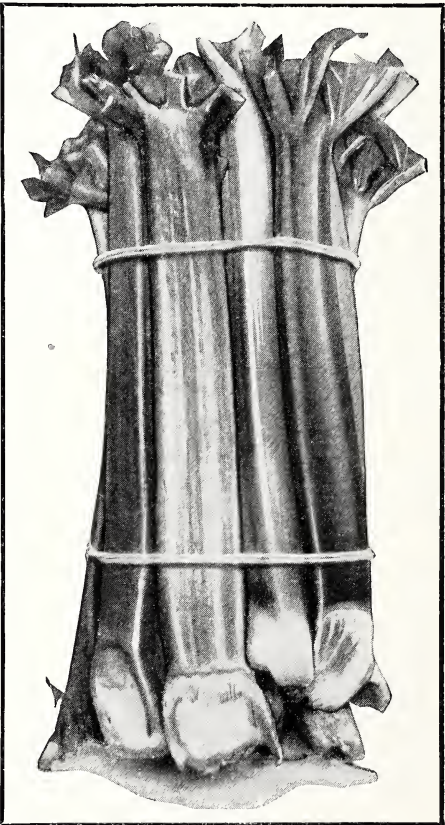
Plant and grow rhubarb just like asparagus. We grow and recommend only Giant Victoria. It's the best. Produces large, pink, juicy stalks of excellent quality. The very best for home and market.

Kellogg's Prices

We Pay Express and We Pay Postage

6 Big Roots	-----	\$ 1.00
12 Big Roots	-----	1.55
25 Big Roots	-----	2.65
50 Big Roots	-----	4.75
100 Big Roots	-----	7.85
500 Big Roots	-----	35.00
1000 Big Roots	-----	60.00

In Colorado and West, add 5c per root.



KELLOGG'S BEAUTIFUL HEDGE PLANTS AND SHRUBS FOR FOUNDATION PLANTING

KELLOGG PAYS THE POSTAGE AND EXPRESS



AMOUR RIVER PRIVET

One of the most popular hedge plants. When frequently trimmed forms a dense, dark green hedge. Very hardy.

PRICES:

10—\$1.10; 25—\$2.15; 50—\$3.85; 100—\$6.85.
In Colorado and West, add 1c per plant, extra.



WEIGELA-VARIEGATED

A dwarf form of Weigela. Grows 2 to 4 feet only. Leaves are variegated with white. During May covered with white flowers with rose tint. A very charming shrub.

PRICES:

1—\$0.48; 3—\$1.25; 6—\$2.10.
In Colorado and West, add 5c per plant, extra.



SNOWBERRY (WHITE)

Low growing shrub. In late summer and fall covered with white berries. Very good for contrast in foundation planting. Thrives in any location.

PRICES:

1—\$0.24; 3—\$0.68; 10—\$1.64.
In Colorado and West, add 3c per plant, extra.



Every
Dollar
You
Invest

in

These

Beautiful

Shrubs

and

Hedge

Plants

Will Be

Worth

\$10.00

in

Increased

Value

and

Attractive-

ness

of

Your

Home



JAPANESE BARBERRY

One of the best and most beautiful hedge and foundation plants. Foliage brilliant green, changing to rich crimson in fall, with scarlet berries. Ornamental summer and winter.

PRICES:

1—\$0.24; 10—\$1.95; 50, or more—15c each.
In Colorado and West, add 3c per plant, extra.

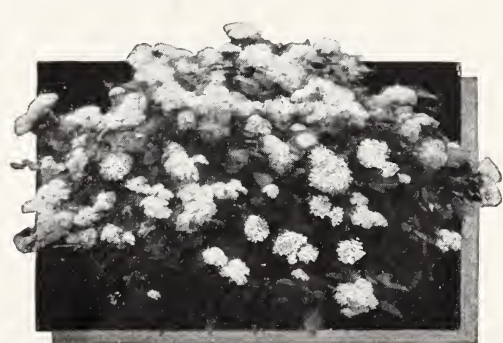


SPIREA VAN HOUTTI

Very attractive for ornamental hedges or artistic groupings. Graceful, arching branches, a mass of white when in bloom. Most popular of all. Very hardy.

PRICES:

1—\$0.18; 6—\$0.98; 10—\$1.24.
In Colorado and West, add 3c per plant, extra.



HYDRANGEA A. G.

Commonly called "Hills of Snow." Has large clusters of creamy white flowers summer and fall. Well adapted to border and foundation plantings.

PRICES:

1—\$0.48; 3—\$1.25; 6—\$2.10.
In Colorado and West, add 3c per plant, extra.

Kellogg's 1931 Prices

We Pay Postage and We Pay Express

This Price List Supersedes All Former Year Price Lists

HOW TO ORDER:—Prices apply separately to each variety in the columns in which they are given—not to a combination of varieties. For example, 200 plants of Kellogg's Premier (in column three) will cost you \$2.75; but 100 Premier and 100 Early Bird will cost you \$3.50—\$1.75 for the Premier and \$1.75 for the Early Bird.

All strawberry plants are tied in bunches of 25 and must be ordered in multiples of 25.

We ship during March, April and May only. Will ship your plants at the proper planting time unless you instruct us otherwise.

Full remittance should accompany each order amounting to \$5 or less. One-third payment

will reserve stock on larger orders, balance to be paid before March fifteenth. Full payment should accompany all orders sent after March fifteenth.

Please remit by postal or express money-order, bank draft or check. Not safe to send money in letter, unless registered.

PRICES OF STRAWBERRY PLANTS

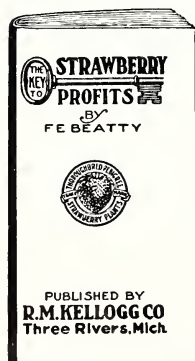
Standard or June Bearing Varieties				Everbearers
COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5
Senator Dunlap (B)	Gibson (B) Dr. Burrill (B)	Early Bird (B) K. Premier (B) K. Big Late (P) K. Marvel (B)	K. Beauty (B)	Progressive (B)
Plants Price	Plants Price	Plants Price	Plants Price	Plants Price
25.....\$.45	25.....\$.55	25.....\$.75	25.....\$ 1.25	25.....\$ 1.05
50......70	50......80	50.....1.10	50.....1.95	50.....1.55
75......90	75.....1.05	75.....1.45	75.....2.55	75.....2.10
100.....1.10	100.....1.35	100.....1.75	100.....3.00	100.....2.55
125.....1.25	125.....1.50	125.....2.00	125.....3.45	125.....2.95
150.....1.40	150.....1.75	150.....2.25	150.....3.90	150.....3.30
200.....1.75	200.....2.20	200.....2.75	200.....4.80	200.....4.05
250.....2.10	250.....2.55	250.....3.25	250.....5.70	250.....4.80
300.....2.45	300.....2.95	300.....3.75	300.....6.60	300.....5.55
400.....2.95	400.....3.55	400.....4.55	400.....8.10	400.....6.75
500.....3.50	500.....4.15	500.....5.00	500.....9.00	500.....7.50
1000.....6.85	1000.....7.85	1000.....9.85	1000.....17.75	1000.....14.75

More than 1,000 plants of any variety at thousand rate.

Note: We Pay Postage and We Pay Express on Strawberry Plants east of Colorado. In Colorado and West, add 20 cents per hundred plants to pay extra costs.

Very small crop of plants this year, but we will accept your order at these prices as long as they last.

ORDER EARLY AND PLANT EARLY



KELLOGG'S GUARANTY

Insures You Healthy, True-to-Name Stock, Free Delivery and Safe Arrival.

We guarantee all Kellogg berry plants and nursery stock to be healthy and true-to-name, or your money back. We cannot guarantee results in any way, nor assume losses caused by conditions over which we have no control. We pack right and ship promptly and deliver stock to transportation companies in good condition. Any claim must be made within ten days after receipt of goods. In no case can we be responsible for more than the amount paid for your order.

Here is the "Key to Strawberry Profits." This little book tells you all you need know to grow big crops of strawberries. It is worth money to any strawberry grower. It will show you how to get big profits from the berry business. Yes, this book is valuable and worth money and we want you to have it. If your order amounts to \$5.00, or more, we will send you a copy of the "Key to Strawberry Profits" FREE.

R. M. KELLOGG COMPANY, - THREE RIVERS, MICHIGAN

KELLOGG'S DISTINCTIVE ROSES

BIG, TWO-YEAR SELECT PLANTS

AT CUT PRICES

HYBRID TEA ROSES

FRANCIS SCOTT KEY—A large, double, deep red rose of great merit. Extra good grower.

F. W. DUNLOP—Prize winner. Rose pink or lilac tinge. Hardy grower.

LADY HILLINGDON—Clear apricot yellow buds. Blooms until snow.

MME. CAROLINE TESTOUT—Broad petals of bright satiny rose, carmine pink edges. Vigorous and hardy.

RED RADIANCE—Roses of clear red without trace of any other color. Retains its vivid red a long time.

WILLOWMERE—Sturdy garden rose. Delicate pink, shaded yellow.

ETOILE DE FRANCE—Bright, sparkling dark red. Good bloomer. Hardy.

LUXUMBOURG—Free grower. Rich golden orange color. Vigorous.

GRUSS AN TEPLITZ—Crimson scarlet blooms in great profusion from June until frost. Fine for rose hedges.

HYBRID TEA ROSES—Continued

KAISERIN AUGUSTA VICTORIA—One of the most popular roses. Ivory white. Large blooms.

PINK RADIANCE—Handsome flowers ranging in color from light silvery to salmon pink. Strong grower.

SUNBURST—Long, pointed buds. Rich golden yellow. A brilliant beauty.

ANTOINE RIVOIRE—Light silvery pink. Very lovely.

HYBRID PERPETUAL ROSES

PAUL NEYRON—A pink rose often measuring six inches across. One of the largest and finest.

AMERICAN BEAUTY—Most popular rose of all. Large blooms of dark pink to soft crimson. Hardy, strong grower.

FRAU KARL DRUSCHKI (or WHITE AMER. BEAUTY)—Most popular white rose. Pure snow white, of immense size.

CLIMBING ROSES

DOROTHY PERKINS (PINK RAMBLER)—Blooms double. Medium size of soft blush pink. Strong and hardy.

DR. VAN FLEET—One of the best climbers. Immense, beautiful, perfect, deep clear pink flowers, on long stems. Compares with best hybrid tea roses.

CLIMBING AMERICAN BEAUTY—Produces large roses of rich carmine color. Very fragrant. Strong and vigorous.

PAUL'S SCARLET—Flashing scarlet color. No other like it. Open clusters of many blooms.

EXCELSA (or RED DOROTHY PERKINS)—Improved crimson rambler. Flowers bright scarlet in great clusters.

CRIMSON RAMBLER—For trailing upon walls or trellises. Foliage large and glossy. Blooms a mass of double crimson flowers. Very vigorous.

SILVER MOON—Continuous producer of faint yellow buds and immense pure white flowers. Deep rich green foliage. Should be in every garden.

Kellogg's Big Bargain Prices

You save one-half, or more. You would have to pay \$1.00 to \$1.50 elsewhere for the same choice rose plants we offer you at these low prices. Take your choice of any of the roses listed above at these big bargain prices. Safe delivery guaranteed.

1 Rose—your choice.....	\$0.58	6 Roses—your choice.....	\$2.58
3 Roses—your choice.....	1.47	10 Roses—your choice.....	3.97

25, or more, Roses at \$0.37 each

In Colorado, and west, add 5 cents per plant.



Excelsa Climber



Paul's Scarlet Climber



Luxembourg



Francis Scott Key



Paul Neyron



American Beauty



Pink Radiance



Red Radiance



K. A. Victoria



F. W. Dunlop



Lady Hillingdon



Etoile de France

HERE ARE SOME "GLAD TIDINGS" FOR YOU

Here they are! Kellogg's charming Gladioli in a riot of colors; delicate pinks, rose pinks, orange vermilions, lavenders, violets, scarlets, purples, gorgeous salmon orange, purest snow whites and reds in all shades; ruffled and plain petaled. And, best of all, that superb new creation "Mrs. Frank Beatty," a marvelous crimped and ruffled "glad" of

beautiful salmon-orange, pictured at the left in its own splendid colors. Kellogg's Gladioli will make your flower garden a blazing mass of lovely colors. Every one a distinctive beauty. Gladden your garden with Kellogg "Glads" at Kellogg's extremely low prices. Ideal planting-size bulbs which insure big, beautiful flowers. *Satisfaction Guaranteed.*

BATTLE CREEK—Deep violet—very attractive.
BUCKEYE—Very large—rose pink—ruffled.
BUMBLEBEE—Salmon rose pink—ruffled.
CHALLENGER—Velvety red—large and vigorous.
DR. J. H. NEELEY—Blush white—tall, large flowers.
EVELYN KIRTLAND—Salmon pink—tall and stately.
FLAMING VALE—Cardinal red—long spikes—large.
GOSHEN—Rose pink—rose red blotches—extra good.
GOV. HANLY—Cardinal red—tall and showy.
HELGA—Salmon rose—one of the best.
HIGHLAND LADDIE—Bright deep pink—very charming.
J. J. MITCHELL—Salmon rose pink—large and tall.
LUSTRE—Orange vermillion—large flowered.
MRS. GEO. W. MOULTON—Violet red—giant, well formed.
ORANGE GLOW—Orange salmon—tall, distinctive.
PRIMROSE BEAUTY—Primrose yellow—very large—prize winner.
PURPLE SPOT—Violet purple, with darker blotches. Early.

RED COPPER—Salmon rose—flaked with blue—choice.
ROMANCE—Salmon rose—red with yellow throat—extra good.
SCARLET GLORY—Rich red—of splendid shade.
SNOW BOY—Rose white—tall. A lovely glad.
SPLENDORRA—Wine red—very distinctive.
TEMPA—Pink ruffled—lavender tint throat.
UHLAN CHIEF—Vermilion scarlet—tall and magnificent.
VIOLET BEAUTY—Violet cerise—exquisite.
VIRGINIA HALE—Salmon rose—very beautiful.
YELLOW GLORY—Yellow, pink blotch—ruffled.
YOUELL'S FAVORITE—Rosy lavender pink. Tall strong spikes. Ruffled.
E. J. SHAYLOR—Deep rose pink. Tall and large. Ruffled.
VAUGHAN'S WHITE—Largest pure white. Immense spikes.

Kellogg's Gladioli Prices

12 Bulbs—your choice.....	\$0.85	50 Bulbs—your choice.....	\$2.45
25 Bulbs—your choice.....	1.50	100 Bulbs—your choice.....	3.95

In Colorado and West, add ½ cent per bulb, extra.

KELLOGG'S GORGEOUS GLADIOLI ALWAYS PLEASE

R. M. KELLOGG CO., Three Rivers, Mich.
 Gentlemen:

Last April I ordered 100 Gladiolus bulbs of you and to make a long story short I am "Glad I own them." They are the best at any price and I compared them with bulbs that cost \$3.00 per dozen.

JAMES B. HITES

Stow, Ohio, Aug. 11, 1930

**ORDER
EARLY**

**PLANT
EARLY**

MRS. FRANK BEATTY

One of the largest and most beautiful "glads" we ever have seen. Color is delicate orange-salmon. Throat petal tinted with yellow and red. Ruffled and crimped.

A very strong growing "glad." Grows tall, with extra large spikes. One spike makes a bouquet. Flowers very large and well set. Blooms rather early. Keeps well after cutting. Admired by everyone. She's a real beauty.

Prices

1 Bulb.....	\$1.00
6 Bulbs.....	5.00
12 Bulbs.....	8.50

Postpaid

KELLOGG'S GLORY COLLECTION

Alive with colors of charming beauty. A most wonderful collection of choice, big-flowering varieties. Made up especially for flower lovers who want a big variety of striking color and beauty at little cost. A new thrill every day in Kellogg's Glory Collection.

PRICES

12 Bulbs—postpaid.....	\$0.65
50 Bulbs—postpaid.....	1.15
100 Bulbs—postpaid.....	2.00

In Colorado and West, add ½ cent per bulb.



Mrs. Frank Beatty



Kellogg's Gorgeous Gladioli



E. J. Shaylor



KELLOGG'S HARDY PERENNIALS

AT BARGAIN PRICES



Hardy Phlox



Chrysanthemum



Columbine

Make your garden and lawn colorful by planting Kellogg's beautiful, showy perennials. Don't be without these splendid beauties. A few dollars invested in these sturdy plants, at Kellogg's low prices, will bring you big returns in joy and pleasure throughout the entire summer and fall months.

COLUMBINE

Long-spurred hybrids

DELPHINIUM

Belladonna—turquoise blue
Bellamosum—rich, deep blue
Gold Medal Hybrids—all colors

PHLOX

Athis—Beautiful large salmon
Bridesmaid—white, with red eye
Sunset—fine, dark rosy pink
Mrs. Jenner—beautiful white
R. P. Struthers—rosy carmine
Eclairer—large, bright red

SHASTA DAISIES

Alaska—extra large flowers

PAINTED DAISIES

All shades of bright colors

FOXGLOVES

Red, Pink, White, Yellow

GAILLARDIA—Blanket flower

Golden flowers all season

CHRYSANTHEMUMS

Autumn Queen—beautiful red
Mitzi—fine golden yellow
Snow Drop—pure snow white
Flora—brilliant pink

CANTERBURY BELLS

Pink, White, Yellow, Red

BABY'S BREATH

Delicate white bouquet flowers

SWEET WILLIAM

Gorgeous mass of red flowers

ORIENTAL POPPY

Scarlet, cup-shaped blooms

COREOPSIS

Profusion of rich yellow blooms

HELIANTHUS

Hardy perennial sunflower

CHINESE LANTERN PLANT

HOLLYHOCKS

Double Red Double White
Double Pink Double Yellow

Take Your Choice at These

BIG BARGAIN Prepaid Prices

1—your choice.....	\$ 0.32
3—your choice.....	.78
6—your choice.....	1.32
12—your choice.....	2.00
25—your choice.....	3.48
50—your choice.....	6.45
100—your choice.....	12.45

In Colorado and West,
add 2c per plant.



Foxgloves



Delphinium



Coreopsis



Red Japanese Barberry—Grafted
Kellogg's Red Barberry plants are all grafted plants
which insure you genuine Bronze Red Barberry.



Bechtel's Double Flowering Crab

KELLOGG'S BEAUTIFUL SHRUBBERY, ORNAMENTALS AND VINES

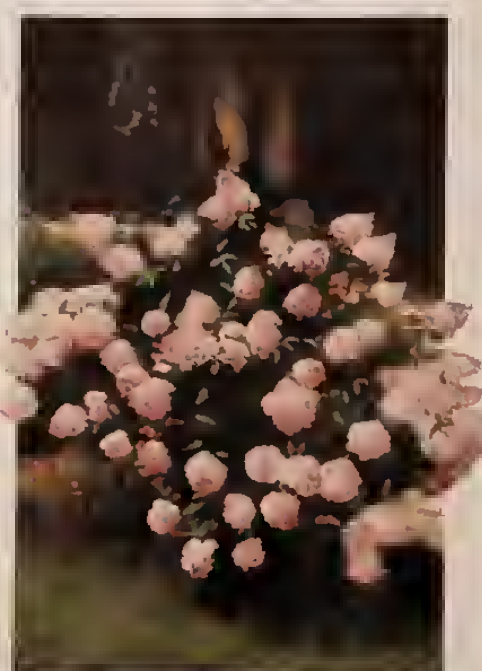
MOCK ORANGE—Thrifty old-fashioned shrub. Creamy white flowers in clusters. Strong grower.
TARTARIAN HONEYSUCKLE—(PINK)—Upright and clean growing shrub. Red berries until late fall.
FORSYTHIA (GOLDEN BELL)—Early blooming. Masses of yellow flowers before foliage appears.
DEUTZIA—PRIDE OF ROCHESTER—Well-shaped shrub with large double white flowers. Attractive foliage.
WEIGELA—ROSEA—Lush foliage. Profusion of showy rose-colored flowers in June.

CLIMBING VINES

HALL'S JAPAN HONEYSUCKLE—Hardy evergreen variety. Fragrant white flowers, hanging in droops.
BOSTON IVY—Graceful wall climber. Glossy green leaves, brilliant in autumn.
CIEMATIS PANICULATA—Rapid grower. Glossy green foliage. Masses of fragrant white flowers. Blooms late.
PURPLE WISTERIA—CHINESE—Graceful foliage. Drooping clusters of blue flowers. Hardy.
VIRGINIA CREEPER—Tall climber. For walls or treys. Crimson to autumn frosty red berries.

Take anything you want in this column at these cut prices. **DON'T PAY MORE**
1—your choice \$0.32
2—your choice 1.67
3—your choice 1.67
4—your choice 2.15
More than 10 \$0.24 each
In Colorado and West, add 5 cents per plant extra.

DON'T FORGET THAT WE PAY POSTAGE and WE PAY EXPRESS



Hydrangea—Paniculata Grandiflora

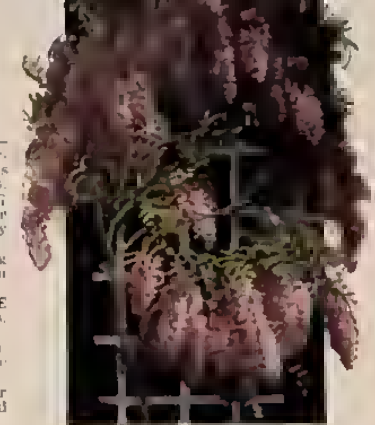
BUTTERFLY BUSH—Purple flowers in August and September. A lovely shrub. Very showy.
WEIGELA—EVA RATHKE—Hardy and easily grown. Sweetest variety. Brilliant crimson flowers.
RED TWIGGED DOGWOOD—Small clusters of white flowers. Blue berries and dark red bark. Very attractive.
ALTHEA—ROSE OF SHARON—Masses of large double flowers in mid-summer and fall. Four colors—Red, Pink, White, Purple. State color variety.

HYDRANGEA P. G.—Handsome shrub. Large heads of white flowers, changing to pink. Mid-summer till fall.
SPIREA ANTHONY WATERER—Heart variety. Large heads of magenta pink flowers. Gorgeous.
TAMARIX—AFRICANA—Very vigorous. Very green foliage and deep pink flowers. Blooms early.
SPIREA BILLIARDI—Upright grower. Mid-summer sized. Spikes of pink flowers in July.
SPIREA—GOLDEN LEAVED—Vigorous. Golden foliage turns to bronze. Fine background shrub.

Take anything you want in this column at these cut prices. **DON'T PAY MORE**
1—your choice \$0.54
2—your choice 1.15
3—your choice 1.63
4—your choice 2.63
More than 10 \$0.39 each
In Colorado and West, add 5 cents per plant, extra.



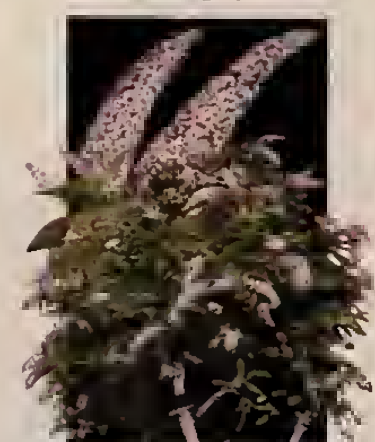
Weigela Rosen



Purple Wisteria

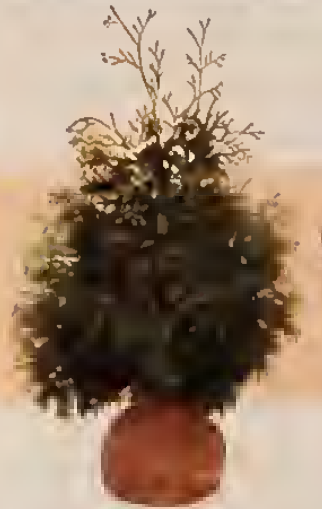


Flowering Quince

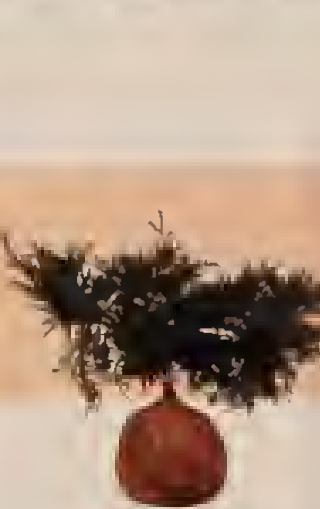


Buddleia—Butterfly Bush

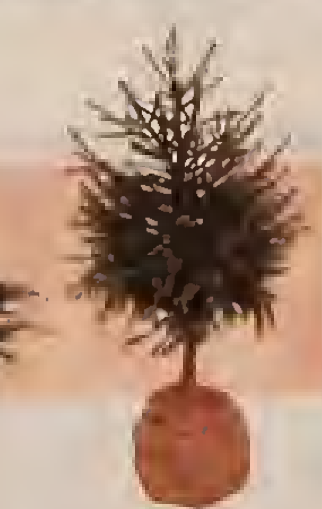
KELLOGG'S EVERGREENS FOR YEAR AROUND BEAUTY



AMERICAN ARBOR VITAE
Most popular evergreen. Grows 60 feet tall. Used for wind-breaks, hedges, etc. Flat foliage of dark and light green. Vigorous. 18' to 24'.



PFITZER JUNIPER
A spreading Juniper of unusual beauty. Not symmetrical. Spreads 12' to 15'.



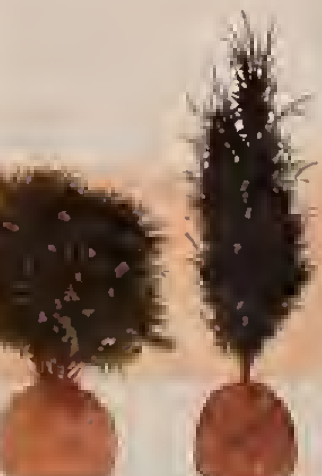
NORWAY SPRUCE
Tall growing, with spreading branches. Rapid grower. Foliage dark and dense. Submits for wind-breaks. 18' to 24'.



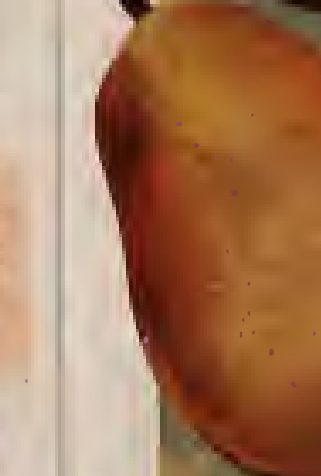
PYRAMIDAL ARBOR VITAE
Narrow-growing, compact form. Fine for formal effects. Bright green foliage. Very desirable. 18' to 24'.



JUNIPER SABINA
Grows low and spreading. Informal in shape. Dark green, graceful foliage. Well suited to formal or group plantings. 12' to 15'.



GLODE ARBOR VITAE
Dwarf glabrous form. Dense foliage. Low growing. Fine for foundation planting. 12' to 15'.



IRISH JUNIPER
Narrow at top and bottom. Bright green foliage. Excellent for driveway decoration, or in group plantings. 18' to 24'.

Kellogg's Evergreens will add a certain beauty to your lawn that you can get from no other plant. Their rich green foliage and pleasing form makes them very attractive both summer and winter. Plant at least two or three Kellogg's Evergreens this year as a start toward beautifying your home.
Kellogg's Evergreen Prices—Your choice of any Evergreen listed here—\$1.50 each. You Pay Express Charges.
NOTE: When planting evergreens do not remove burlap. After putting ball of earth in hole, cut top strings, fill in soil around the ball, using plenty of water to settle soil firmly.

Add Dignity to Your Home with Kellogg's Charming Evergreens



Delicious

Elberta

Bartlett Pear

German Prune

KELLOGG'S SELECT FRUIT TREES THE PICK OF THE NURSERY

**Sturdy, Heavy-Rooted, True-to-Name, Budded Trees
—Best Size for Planting**

KELLOGG'S APPLES (Two-year)

DELICIOUS—Large, beautiful crimson mottled apple. Most delicious for eating. Ideal for dessert and pies. Mid-winter variety.
BALDWIN—A splendid keeping winter variety. December to March.
YELLOW TRANSPARENT—One of the earliest and best dessert apples. Yellowish-white.
GRIMES' GOLDEN—Has delicious flavor all its own. Early yellow winter.
JONATHAN—Beautiful bright red. Flesh is white, juicy. Excellent flavor. Late fall.
STAYMAN'S WINEAP—Dark red tinged with yellow. Succeeds in poor soil. Always dependable.
WEALTHY—Almost solid red. Juicy, crisp. Fall.
RHODE ISLAND GREENING—Very popular green to yellow cooking and eating apple. Heavy keeper. Heavy bearer.
MCINTOSH RED—Spicy, bright red, of the highest quality. Late fall.
WINTER BANANA—Lemon-yellow with bright red cheek. Slightly banana flavor.
DUCHESSE—(Early)—Very popular. Vigorous grower. Early summer variety. Fruit large, round, streaked with red and yellow. Juicy and tender.
NORTHERN SPY (Late Winter)—The old-time favorite. Fruit very large and attractive, of bright striped red color. Excellent keeper. Crisp.
HYSLOR CRAB—Large dark red fruit. Best for preserves and jellies. Hardy and prolific.

KELLOGG'S CHERRIES (Two-year)

EARLY RICHMOND—Most popular early sour cherry. Fine for canning and pies.
MONTMORENCY—King of sour cherries. Comes into bearing early. Very productive. Large and juicy. Ideal for home use.
ENGLISH MORELLO—Standard late sour cherry. Very dark red, almost black. Heavy yielder and hardy.
BLACK TARTARIAN—Very popular. Easily grown. Fruit large, purplish black. Tender, rich and juicy.
ROYAL ANNE—Fruit extra large. Pale yellow with bright red cheek. Firm, juicy and sweet. Splendid for canning.
GOVERNOR WOOD—Very early. Fruit large, yellow, with streaks of crimson. Flesh tender and juicy. Productive and shipable.
SCHMIDT'S BIGEUREAU—Very large, black, sweet cherry. Excellent quality. Market growers' favorite. Mid-season.
WINDSOR—Late sweet cherry. Very dark red. Firm flesh. Good shipper. Very hardy and profitable.



Royal Anne

KELLOGG'S PEACHES (One-year)

ELBERTA (Yellow Freestone)—America's leading peach. Our biggest seller. Fruit heavily comes into bearing early. Peaches large, beautiful, delicious. Firm and juicy.
J. H. HALE (Yellow Freestone)—Ripens early. Large, fine-grained, hardy, some peaches. Fresh flavor and high quality.
LATE CRAWFORD (Yellow Freestone)—Fruit late. Peaches large and handsome with rich flavor.
EARLY CRAWFORD (Yellow Freestone)—Very large fruit, rich and juicy. Highly favored. Ideal for the home orchard. Fruit early. Best for eating and canning.
ROCHESTER (Yellow Freestone)—New early peach. Productive as Elberta and delicious as Early Crawford. One of the best.
CHAMPION (White Freestone)—Champion of all white flesh peaches. Creamy white; one of the sweetest. Fruit extra large. Trees productive and hardy.
SOUTH HAVEN (Yellow Freestone)—The famous Michigan peach. As fine-flavored as Elberta but ripens two weeks earlier. Hardy and very productive.
PROLIFIC (Yellow Freestone)—Medium sized peach. Excellent quality. Ripens about 10 days before Elberta. Hardy, vigorous and productive.

Kellogg's Cut Prices

Vigorous, heavy-rooted, two-year trees. Sure to grow. Take your choice of any trees listed on these two pages at these Big Bargain Prices. We Pay Postage and We Pay Express and Guarantee Safe Delivery.

No Order Accepted for Less than \$1.00

1 Tree—your choice	\$0.58
3 Trees—your choice	1.57
5 Trees—your choice	2.45
10 Trees—your choice	4.48
25 Trees—your choice	9.75

Thirty Trees or More at \$0.37 Each.

In Colorado and West, add 5 cents per tree, extra.

KELLOGG'S PEARS (Two-year)

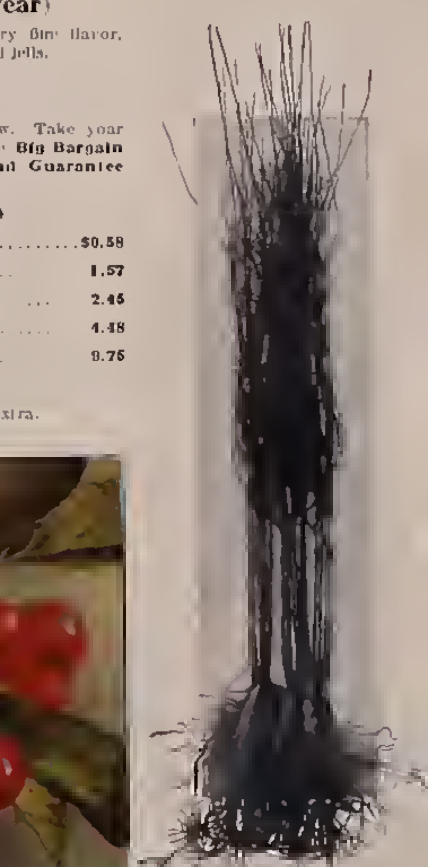
BARTLETT (Summer)—Golden yellow with red cheek. Excellent for dessert and canning. The best of all pears.
CLAPP'S FAVORITE—Fruit uniform size. Color lemon-yellow. Juicy, sweet and rich. August and September. Hardy.
SECKEL—Fruit medium size and of russet brown. Sweet and rich flavored. Very productive and hardy.
BUERRE BOSCH—Very large, round shaped. Golden russet color. Fine grained, juicy and delicious. Ripens early fall.
KEIFFER—Large, rich golden yellow, third red. Splendid for canning. Very hardy and productive. Long keeper.
FLEMISH BEAUTY—Very sweet. Light yellow. Excellent quality. Very hardy. Ripens September and October.



Montmorency

KELLOGG'S PLUMS (Two-year)

BURBANK—Yearly bearer. Fruit large, round, dark red or purplish. Flesh amber yellow. Medium, juicy with rich flavor.
ABUNDANCE—Large and beautiful. Rich bright cherry color. Flesh light yellow. Trees bear young and are hardy.
SIROPHIRE DAMSON—One of the best plums for preserves. Fruit small, oval shaped. Skin purple. Juicy and rather tart.
GERMAN PRUNE—Large, long, oval shaped fruit. Much used for drying. Fine for canning. Dark purple with rich flavor. Productive and hardy.
LOMBARD—Very popular. Medium size. Purplish red. Succeeds in all soils and climates. Heavy bearer.
DRABSHAW—Best for market growers. Large, attractive fruit. Dark purple. Ships and keeps well. Mid-season.
YELLOW EGG—Yellow plum. Very large and of excellent quality. Fine for cooking. Hardy and productive.



Kellogg Fruit Trees

Kellogg's Raspberry Gardens

Junior Raspberry Garden

\$7.25 Value for ONLY \$3.75
5 Varieties—60 Plants
You SAVE \$3.50

Here's your opportunity to try all of Kellogg's Raspberry varieties at a big saving. With this Raspberry Garden you get 12 plants each of all Kellogg varieties listed in this book, including St. Regis, the everbearing red raspberry and Quillen, the brand new, disease-proof black raspberry. Think of it, a \$7.25 value for only \$3.75. Kellogg's Junior Raspberry Garden gives you delicious raspberries from early summer until late fall. A variety of color, size and flavor.

Here's the Garden

- 12 Cuthbert Red Raspberry, regular price...\$1.10
- 12 Latham Red Raspberry, regular price...\$1.85
- 12 St. Regis Everbearing, regular price...\$1.10
- 12 Quillen Big Black Raspberry, reg. price \$2.05
- 12 Cumberland Black Raspberry, reg. price \$1.15

Regular Price-----\$7.25

Special Garden Price
(Delivered to you) ONLY \$3.75

In Colorado and West, add 85c extra.



**ORDER
 EARLY
 AND
 PLANT
 EARLY**

Large Raspberry Garden

\$11.85 Value for Only \$6.85
5 Varieties—125 Plants; You Save \$5.00

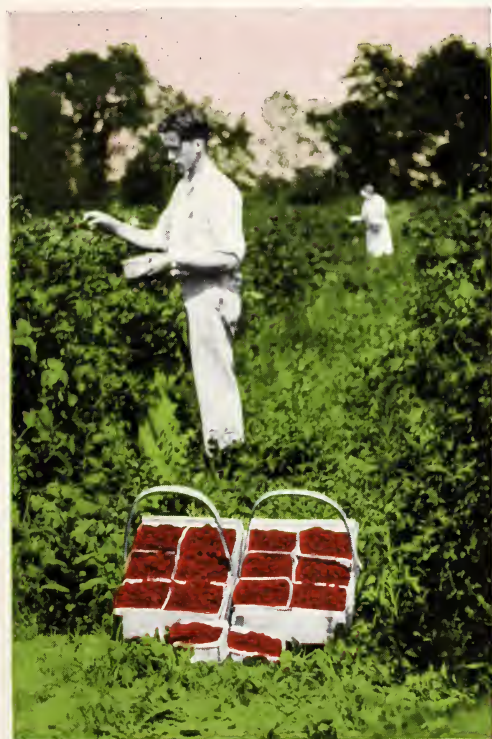
Here's a bigger value than the Junior Garden. 25 plants each of same 5 varieties, 125 plants in all. Think of the raspberry shortcakes this garden will give you, the jams and canned fruit for winter use. You can sell enough extra berries to more than pay for your plants. Regular price \$11.85.

Special Garden Price
(Delivered to you) ONLY \$6.85

In Colorado and West, add \$1.65 extra.

**Use Gator
 Hide**

**The Miracle
 Mulch Paper**





Kellogg's

CUTHBERT

Red Raspberry

10 BIG REASONS WHY You Should Grow Cuthbert

- | | |
|----------------------------|-----------------------|
| 1.—EASY TO GROW. | 6.—KEEPS LONG. |
| 2.—STRONG, THRIFTY PLANTS. | 7.—BEST FOR CANNING. |
| 3.—YIELDS HEAVY. | 8.—SWEETEST FLAVOR. |
| 4.—BRIGHT RED BERRIES. | 9.—SELLS AT SIGHT. |
| 5.—SHIPS WELL. | 10.—BIG PROFIT MAKER. |

Has a Record of \$1,200.00 per Acre.

Kellogg's Prices—We Pay Postage and Express

12 Plants-----\$1.10	50 Plants-----\$2.45	500 Plants-----\$15.00
25 Plants-----\$1.75	100 Plants-----\$3.75	1000 Plants-----\$28.50

2,000 or more, \$25.00 per 1,000. Colorado and West, add 1c per plant.

R. M. KELLOGG CO., THREE RIVERS, MICHIGAN